Schonweiss

An Outline For The Investor
July 2013

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+91 9400991188

A Quick Introduction

Schonweiss Software Solutions Pvt. Ltd. was founded in February 2012.

With an ISO 9001:2008 (ANAB & UKAS) certified process in web and mobile application development

A Microsoft Bizspark Startup

Demonstrating In This Presentation

That Schonweiss boasts a technical capability few companies in India have.

That Schonweiss can build the most sophisticated solutions, efficiently utilizing a limited budget, in a very short period of time

Schonweiss has a social networking platform, fully prototyped, which if brought into the Market and expanded, is worth billions of dollars. And would provide avenues for advertisement for other aspects of Schonweiss as well. And avenues to find talent for Schonweiss, thus improving the growth potential of Schonweiss, in addition to being a major revenue generator in itself.

That with investment Schonweiss can enter and be a strong player on the mainstream IT Services world. As we are in the era of a major shift in paradigm, and with legacy solutions seeking adaptation for the mobile world, now would be right time, to emerge as a leader in the arena.

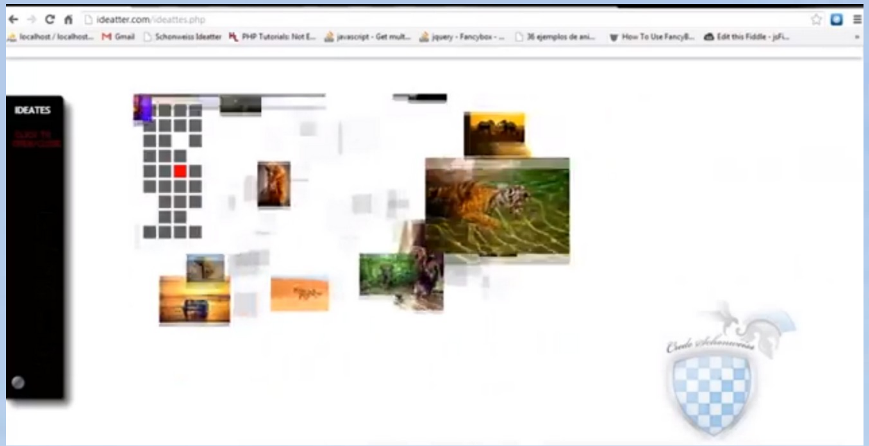
The Three Axes

Schonweiss has demonstrated potential on three axes:

1. **Social Networking: Ideatter** The ability to emerge as a leading player in the field of social networking. The ability to easily go ahead of platforms like twitter and LinkedIn. Ideatter has already been fully prototyped in Schonweiss.
2. **Mobile Apps Engineering** A sophisticated suite of mobile apps demonstrate our ability to engineer products at par with the best current on various markets.
3. **IT Services** A sophisticated suite of mobile apps demonstrate our ability to engineer products at par with the best current on various markets.

Ideatter – An Idea Sharing Platform

Schonweiss Ideatter



- **Demonstration Video:** http://www.youtube.com/watch?v=BYDmxRMgSmU

  Hosted On: http://www.ideatter.com

  Username: aravind.schonweiss@gmail.com **password:** aravind

  { The above account may be used to explore ideatter. One may signup for a new account, from the homepage as well }

  {Use a newer browser such as Google Chrome}

  The future of social networking lies in productivity, than mere entertainment. People will increasingly be searching for paradigms where they can efficiently network in a professional sense, discover people who share similar interests, professional partners, and even new friends based on interests. Work together on projects, display their portfolio to the world, ideate their thoughts, etc. That’s where Schonweiss Ideatter seeks to play a role, and emerge as the world’s leading idea-sharing and professional networking platform.

What's the future of social networking?

- Paradigms where professional and personal work productivity can be efficiently improved through social networking is yet to be explored.
- LinkedIn, offers little ability to truly discover others in a professional sense. The UI is one of merely presenting a text-based profile. This goes little toward effectively displaying a person's skill sets, his individual mode and style of thinking, etc. , which are all critical knowledge when people interface professionally.
- There is a need for a social network that effectively allows people to search and discover each other based on interests.

- “People’s expectations are changing. Social media is now more than just networking, its a way of successfully building a brand. There’s an old saying that all human behaviour is goal directed. We need a purpose that has to be obvious and in the absence of this behaviour, the task itself will not happen. This applies to Social Media and how are are going to act in the future. Without a direction in the form of a social media strategy, a business will suffer online.
- A lot of companies will be weighing up the benefits of spending their time on social media because as well all know time is money. As said by a famous philosopher, all human behaviour occurs to gain pleasure or avoid pain. In the beginning, the purpose served by using social media was just the pleasure of connecting with people in a new and unique way. This soon had its difficulties when it comes to how much time one can devote to social networking activity and how to communicate online. Looking to the future, networking has to have some kind of tangible benefit otherwise it may not be worth it which is a very uncertain thing.
- - http://socialmediatoday.com/starrknight/1423216/future-social-media

- “The Future of Social Media,” Social Media Today, April 29, 2013.

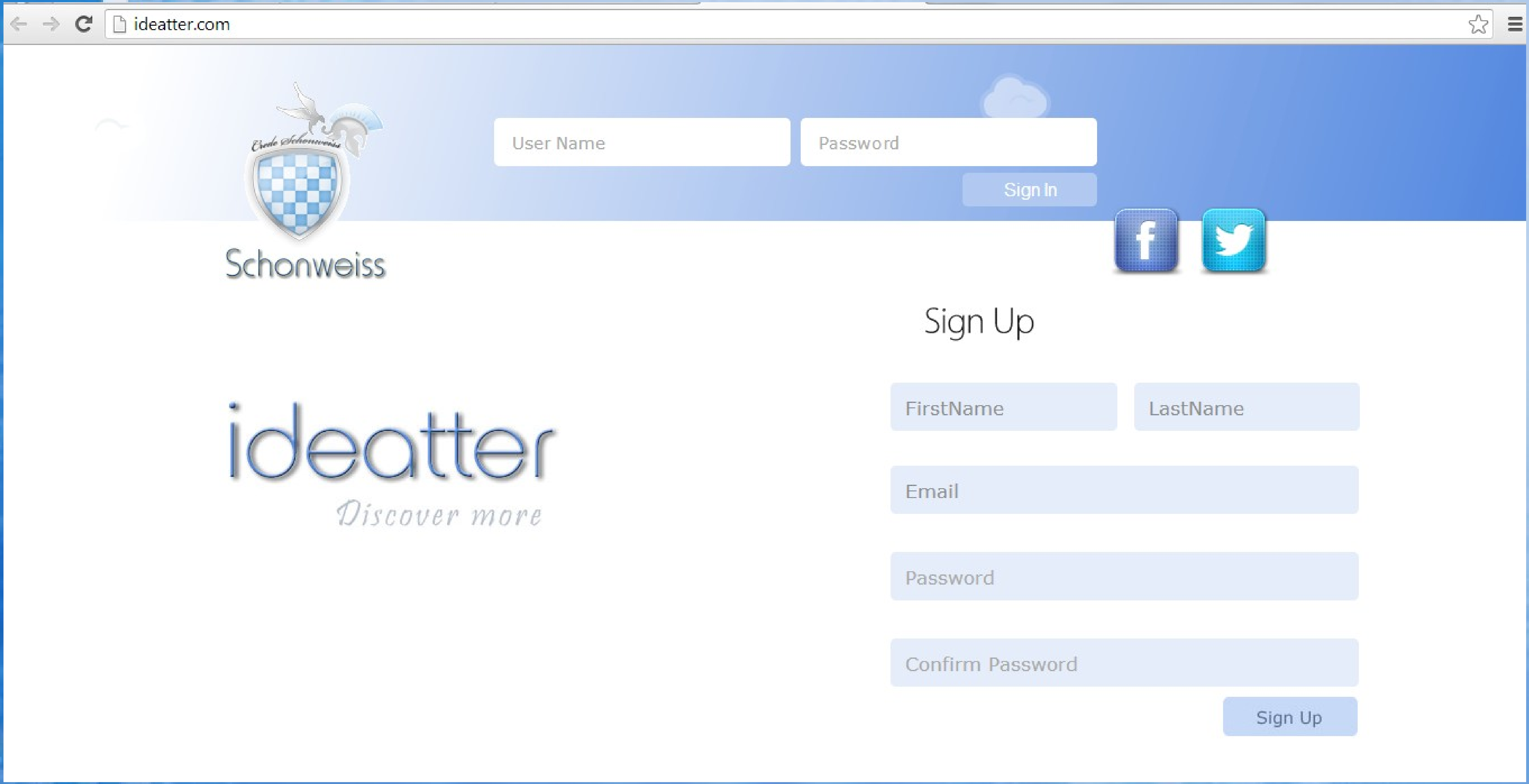
- “People like social networks because they give them a lot to do and give them a voice to express themselves to the world. They can use a social media networking website to meet people, spread their identity and set up their online presence. Organizations can reach out to people and expand their products and services.” - **Social Media Networking and the Future of Online Influence** - http://www.ronsela.com/social-media-networking/

- “For anyone who grew up with Facebook, the Internet is a place to hang out with friends. For those of you who grew up on Forums, you know that it’s so, so much more. It is inevitable that the masses will eventually feel the same way too. We’re just waiting for someone to step up and host the house party.” - **The Next Facebook,** *Beyond the Address Book*

- https://medium.com/musings-about-text-boxes/8157c364d26a

Ideatter is structured around moving towards productivity, presenting of one’s individual ideas and creativity, discovering new friends based on interests, working on projects with people who share similar interests, etc.

Ideatter Presents a Light-Weight UI, and Futuristic Design Targetting Tablets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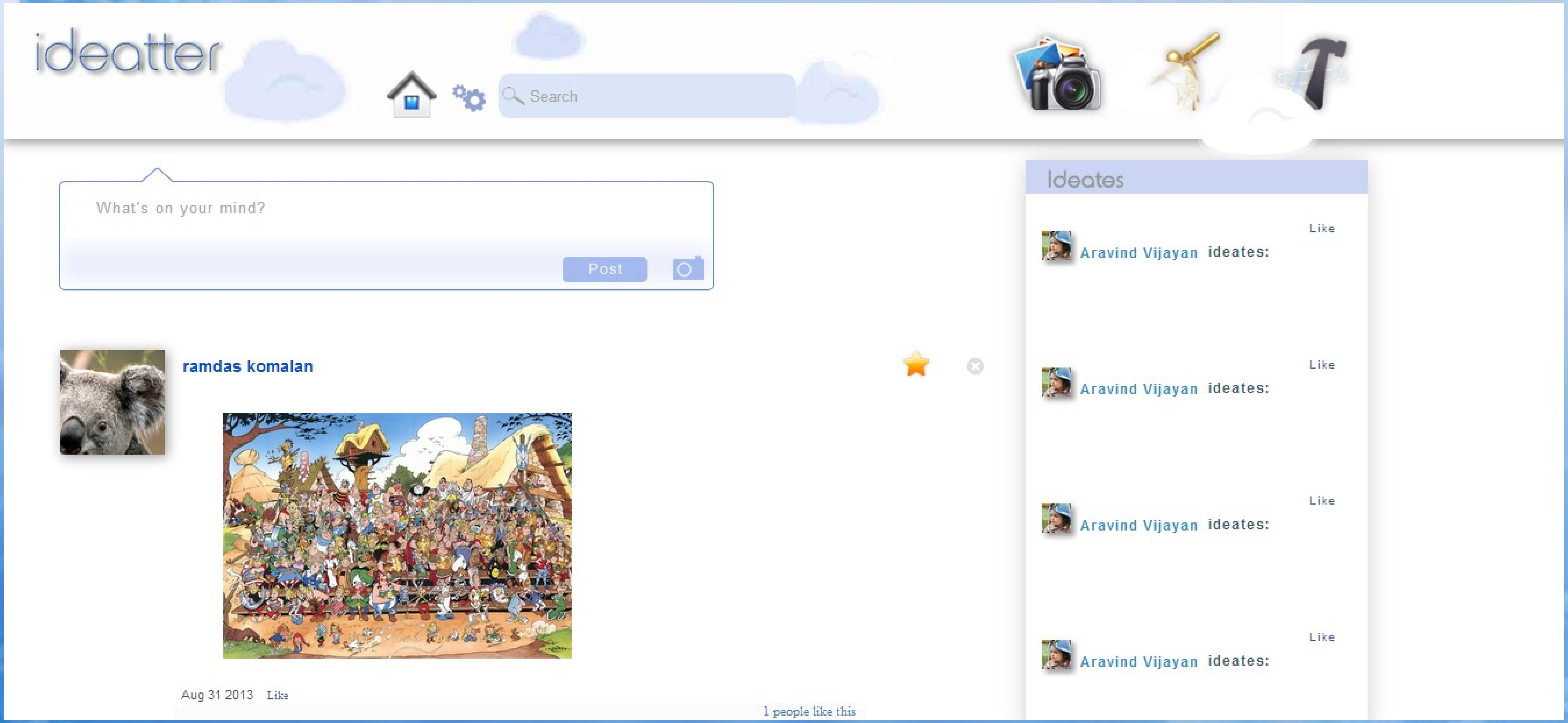
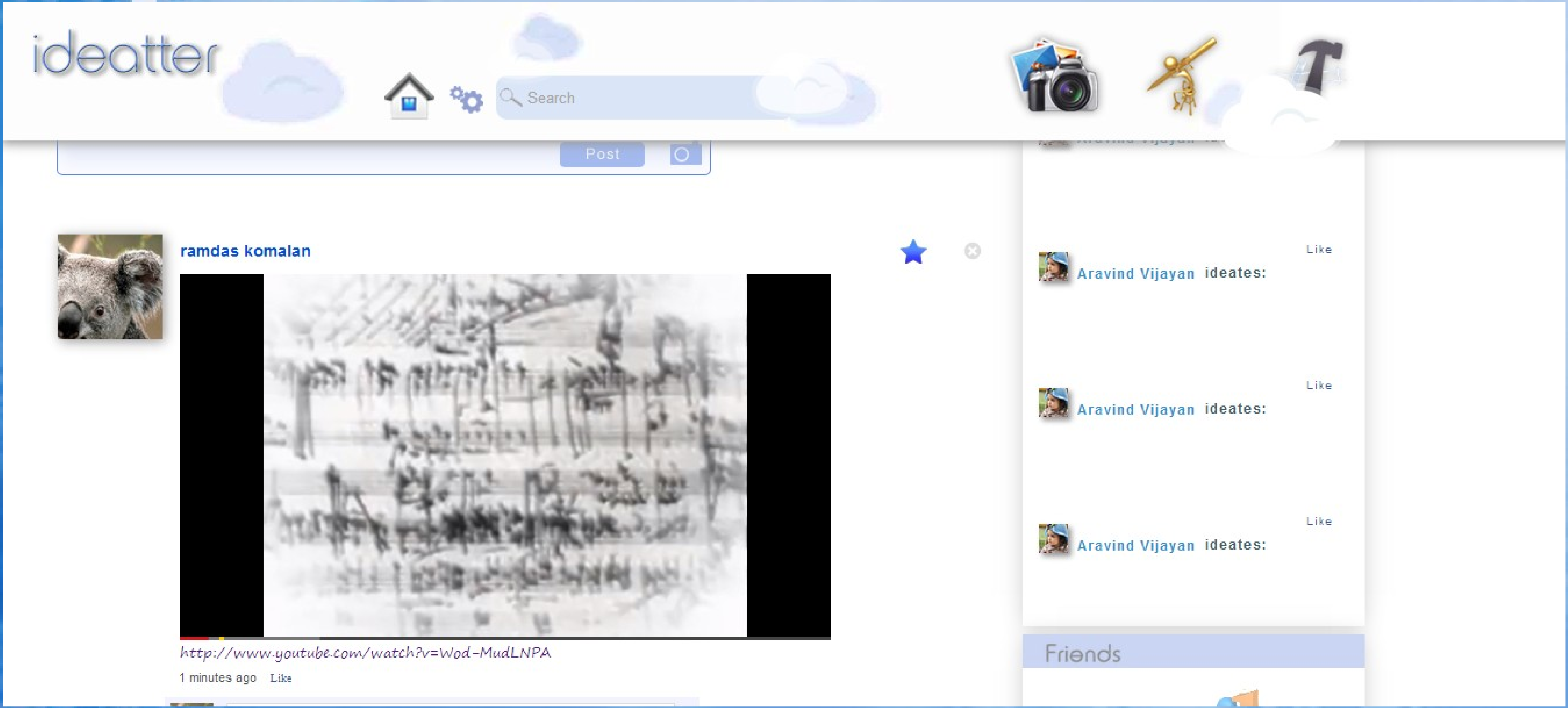
AJAX BASED STREAMING FEEDS

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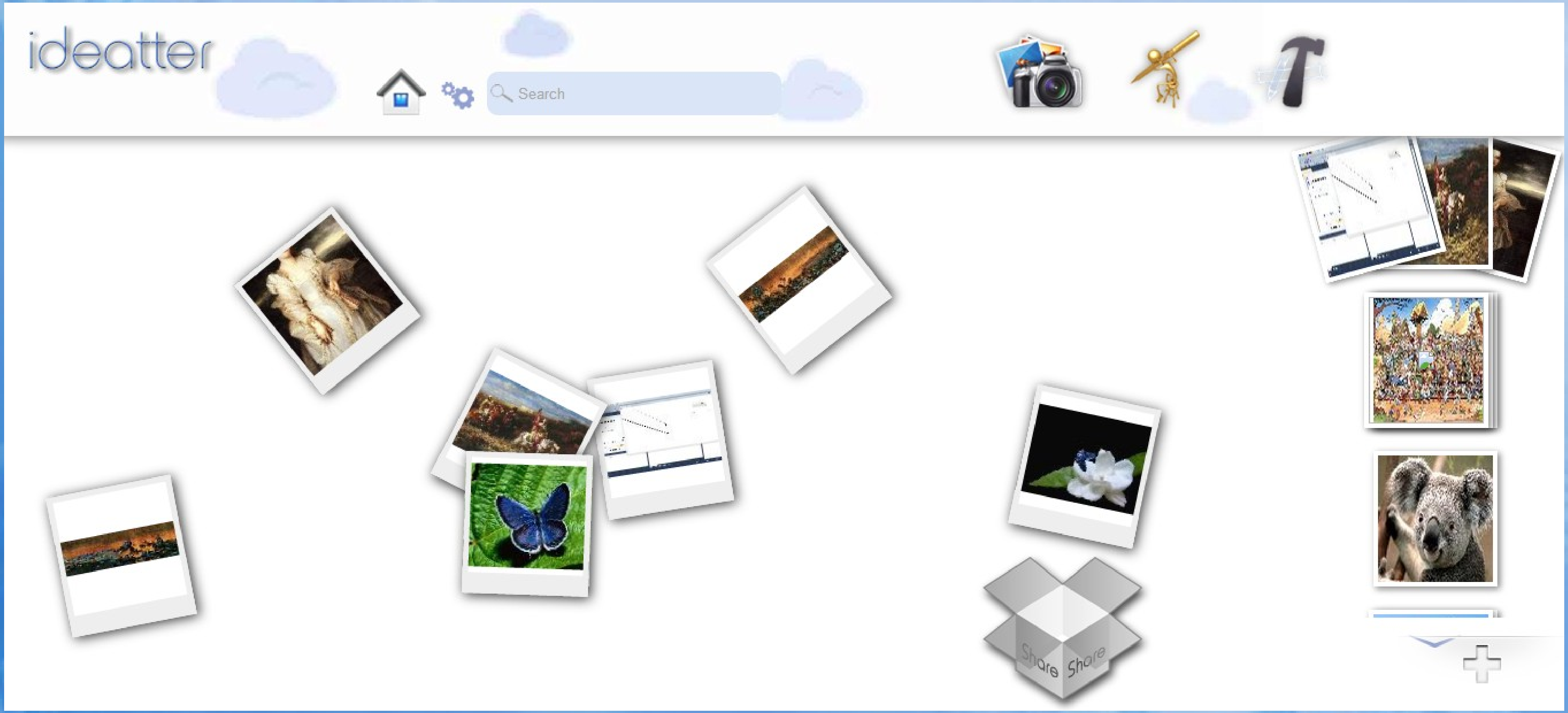
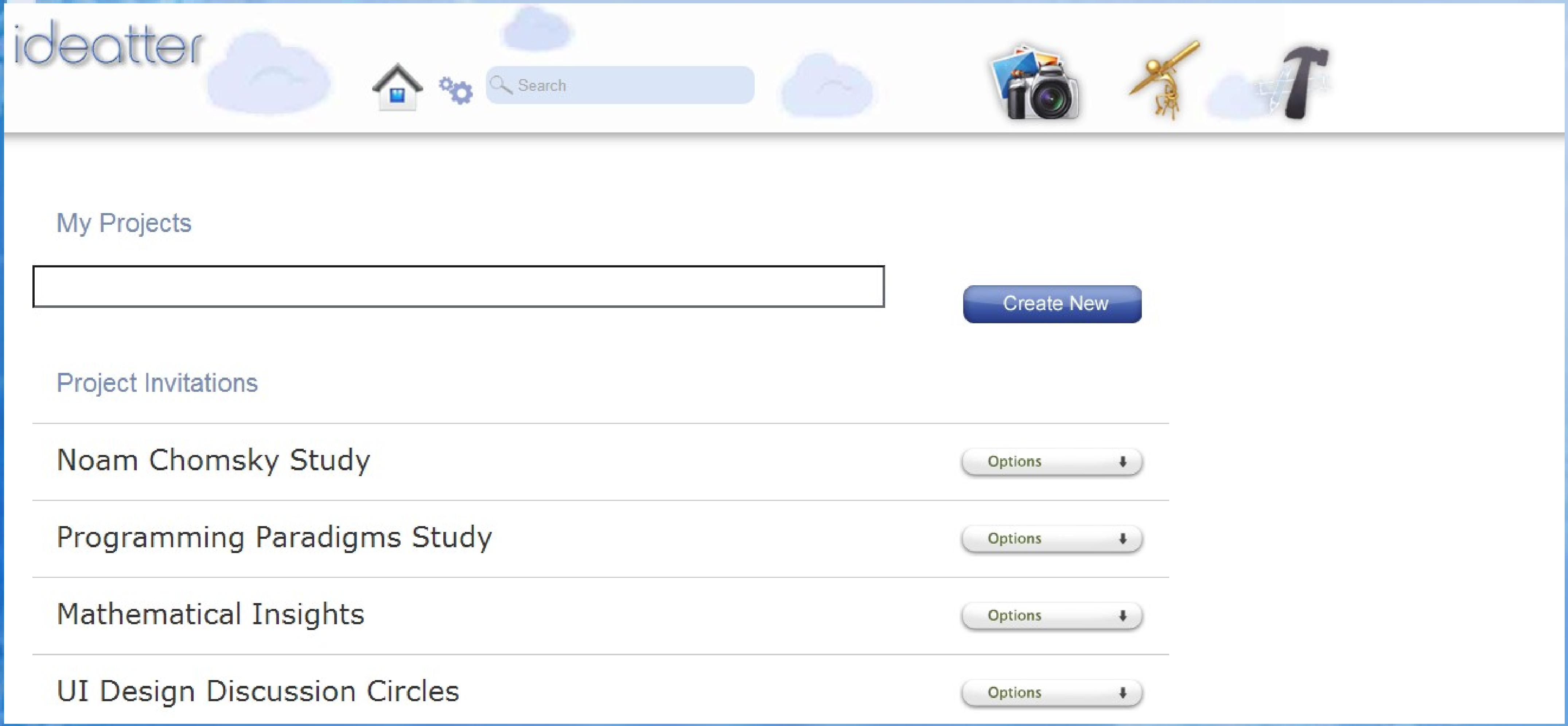
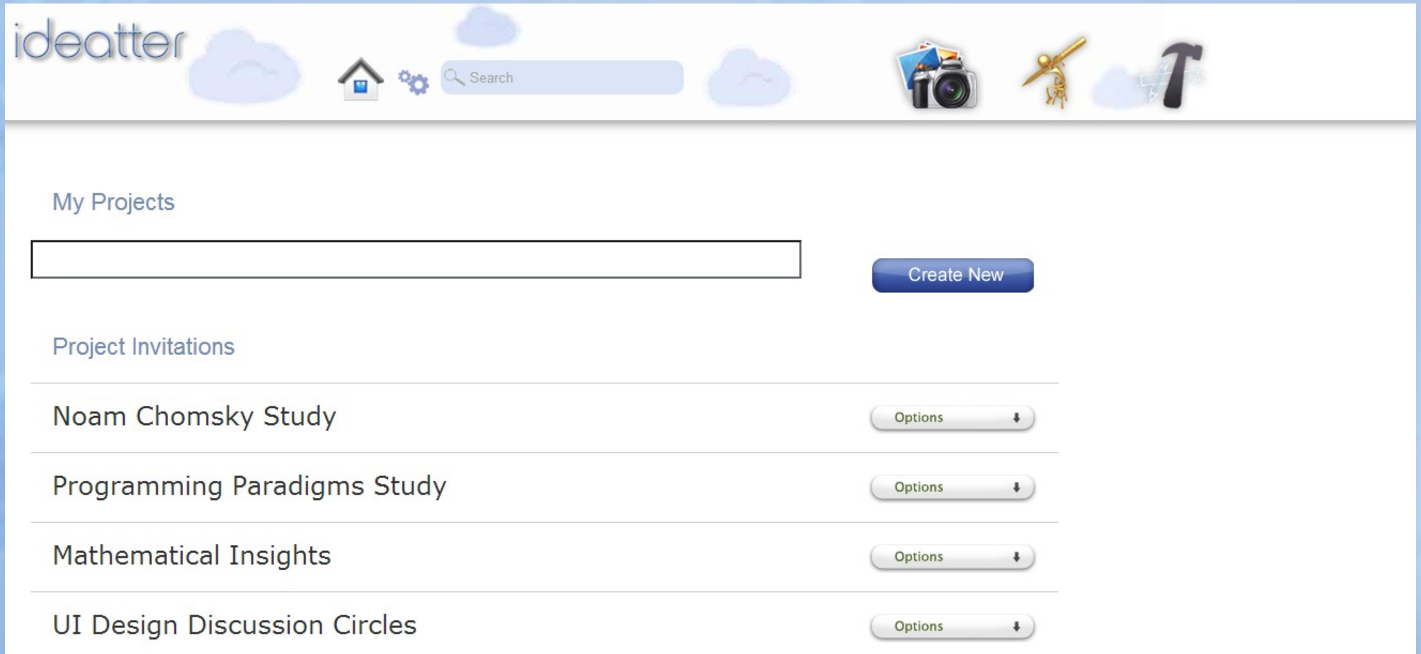
Futuristic Albums Designed For Tablets

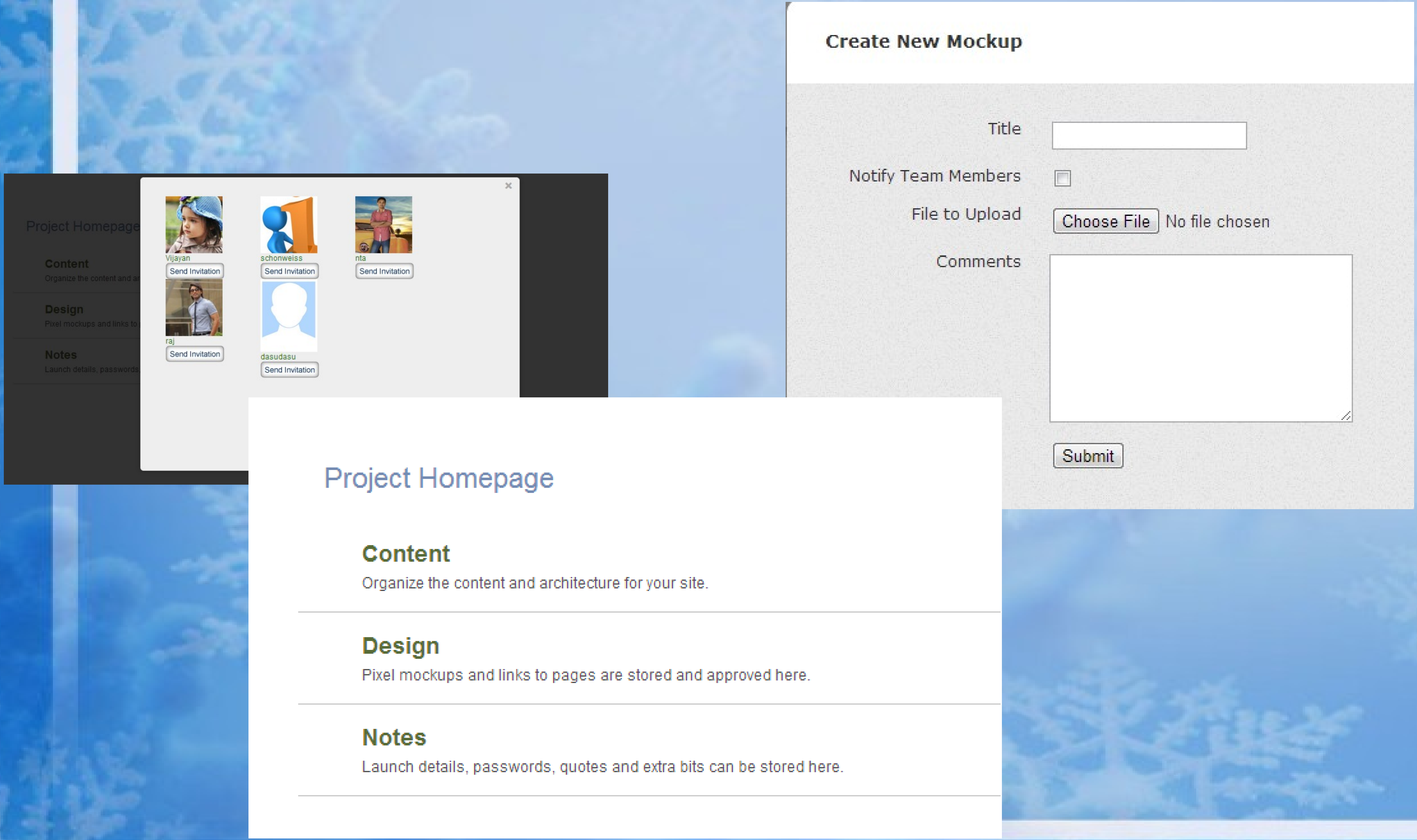


Enabling People Around The World To Work Together On Projects





- The projects area of Ideatter profiles allows people to work together on projects of all natures – froms tudy projects and classrooms to a startup Idea, a website, a prototype or wireframe for a software, a business idea, or as a discussion environment with a topic orientation. Each user can maintain his own projects, and have his friends invited. Projects can be duplicated, backups maintained and so forth.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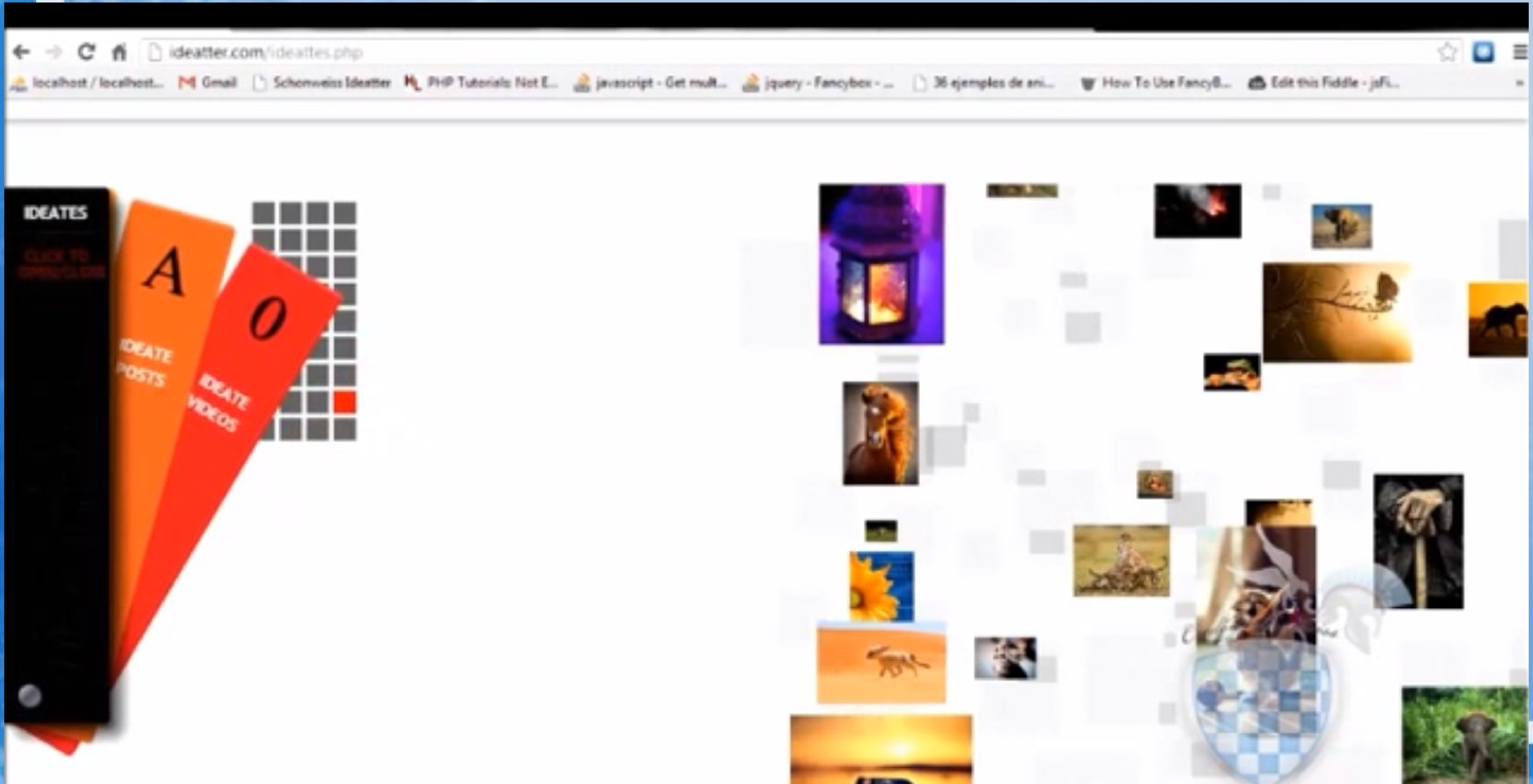
Project Homepage
Content
Organize the content and architecture for your site.
Design
Pixel mockups and links to pages are stored and approved here.
Notes
Launch details, passwords, quotes and extra bits can be stored here.

3D Dynamic Portfolio

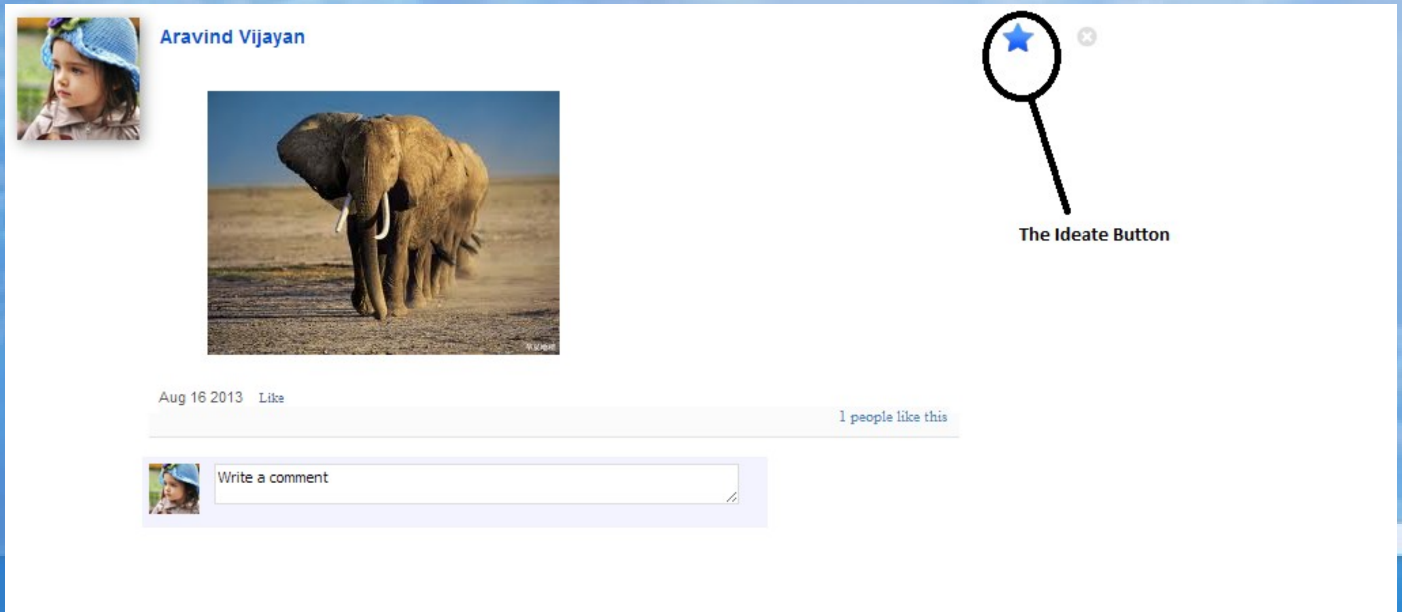
- A user can step up any post of his – text, video, or image to a 3D Ideates portfolio. To check out the feature in the current version, upload an image and click on the star button at the top-right of the post. The post gets displayed in a 3D navigable portfolio
- This portolio is a collection of the best thoughts, designs, photographs, and ideas by the person. A potential employer or a project partner can navigate it to quickly form an idea of the interests and abilities of the person.

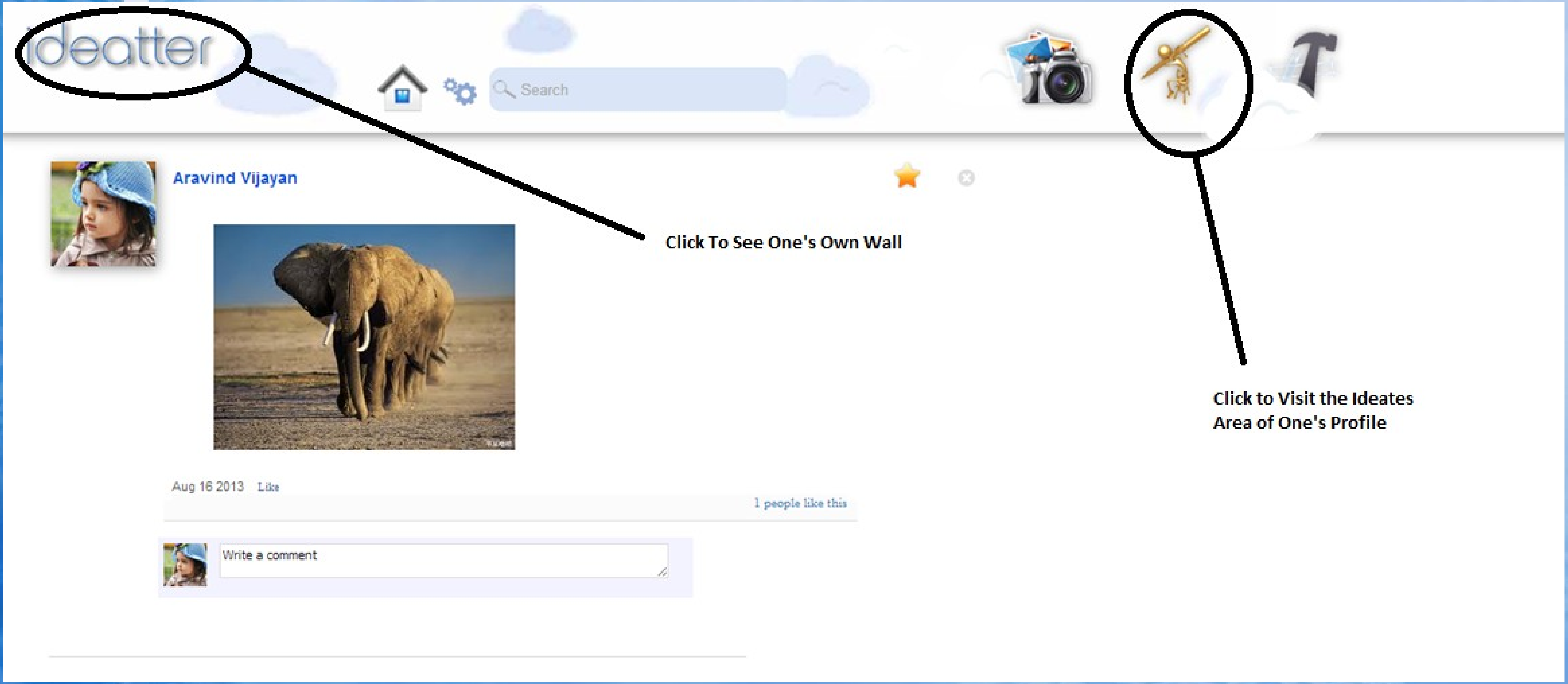
3D – Ideates Area



Ideates Area

- An Ideates Area of a profile is a collection of the person’s best thoughts and ideas. A person can ideate a post, a photo, a video, etc.
- In the current version, one can ideate a photo by clicking on a highlight star on the top-right of the post

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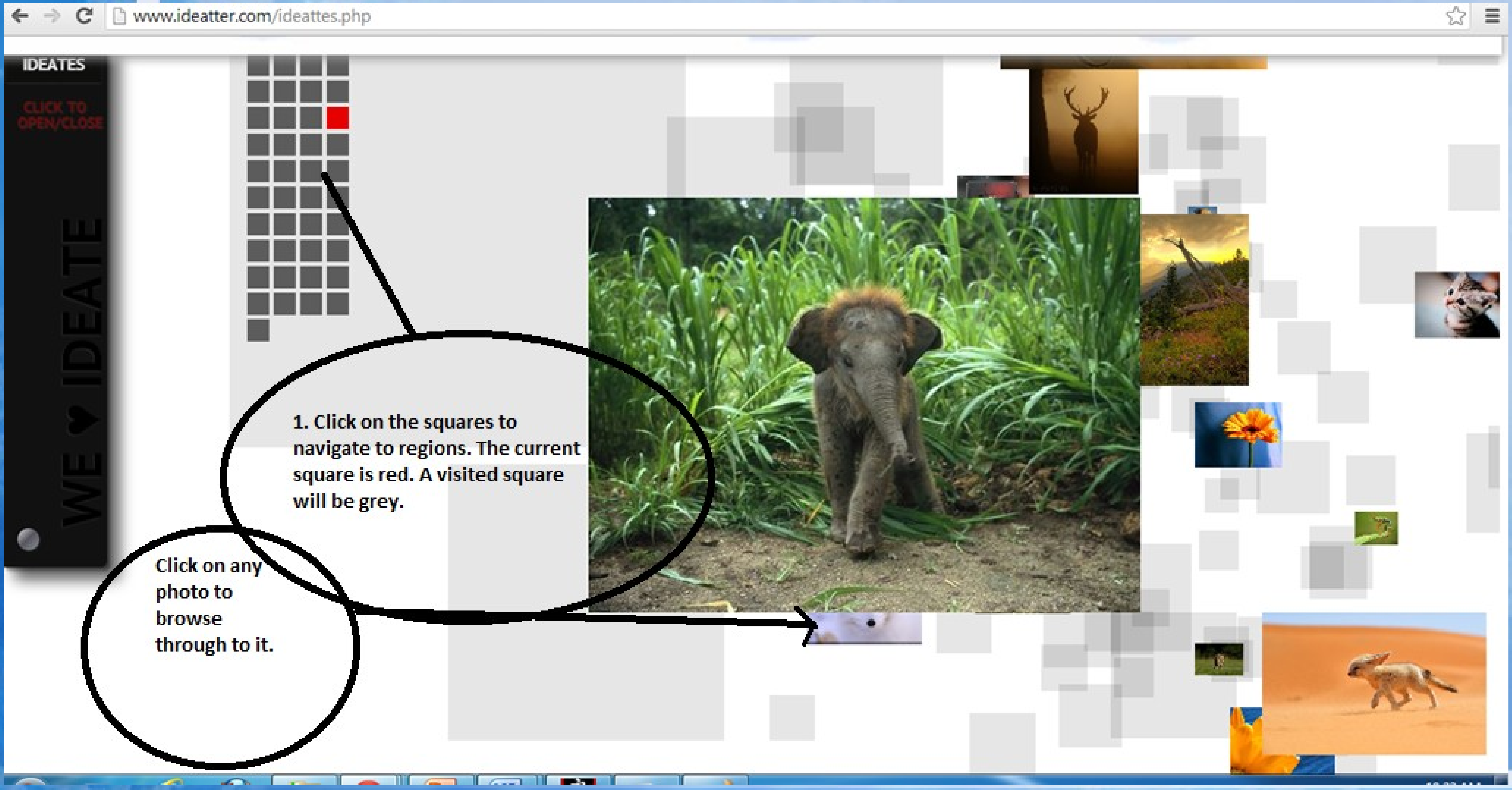
Aug 16 2013 Like
1 people like this
Write a comment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IDEATES
CLICK TO OPEN/CLOSE
WE ♥ IDEATE
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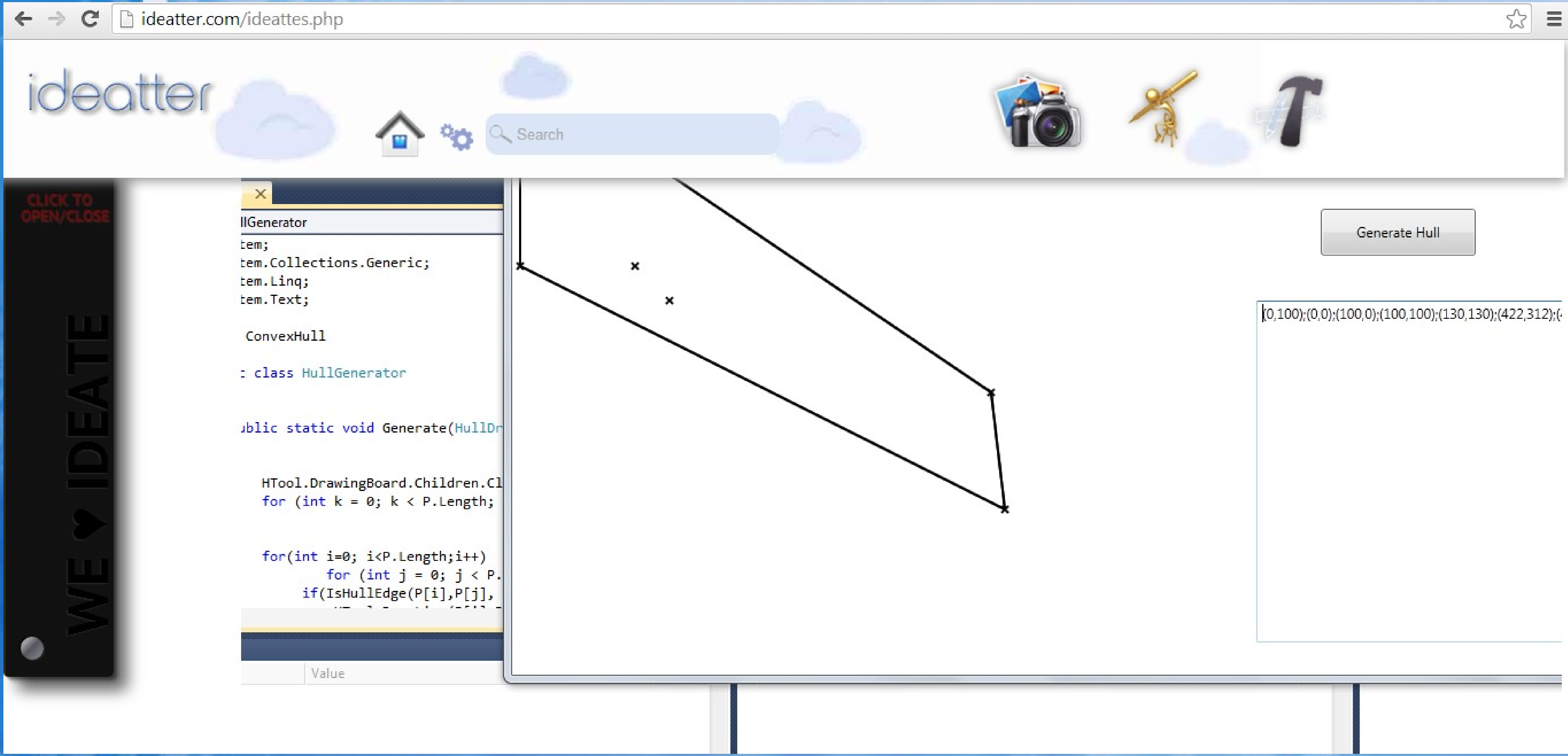
Click on any photo to browse through to it.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for(int i=0; i<P.Length;i++)
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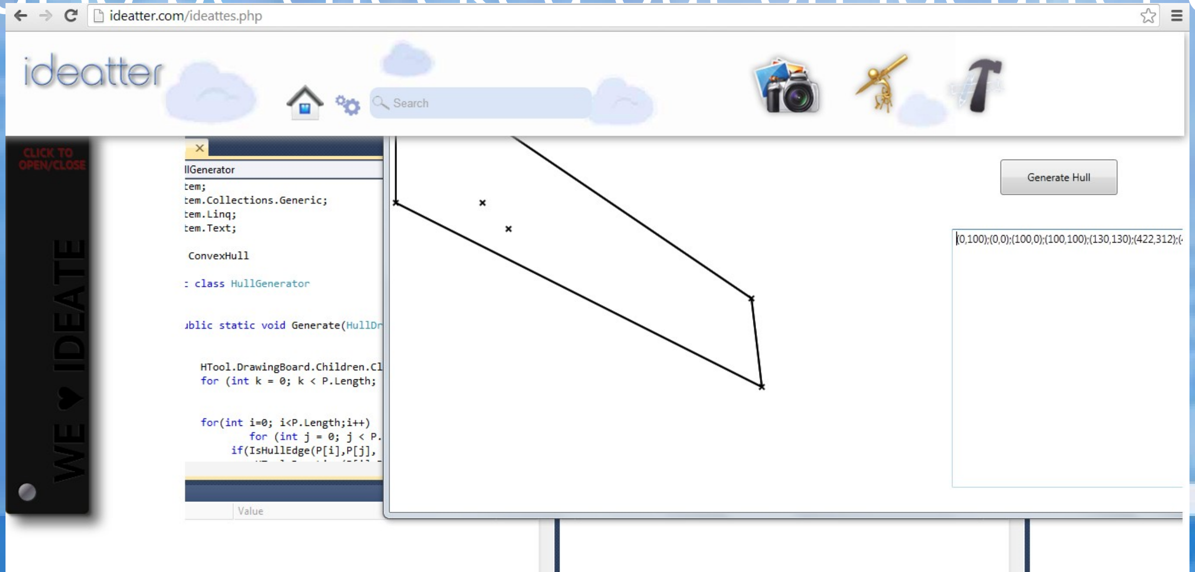
See Video Demonstration of Ideates Area of A Profile:

http://www.youtube.com/watch?feature=player_detailpage&v=OGehEhtRoBM#t=288

This may also be checked out on ideatter.com



Revenue Models

- Ideatter can easily help us potentially reach tens of millions of users.
- Revenue can be generated for advertisements.
- Users may be given a limited number of projects, then charged for each additional project maintained at say, 2 Dollars per project.
- A pattern similar to linked where Inmails etc, are charged may be followed. A payment of say 2 dollars per month may be charged for all the features of the Ideatter platform.
- The exact revenue model is to be determined through solid research, as the R&D completed.

Discussion Rooms in Ideatter

- Ideatter plans to have very sophisticated and light discussion areas- architecture needed for the same has already been developed as indicated in the next section of our presentation.

The Scope & Reach

- Ideatter brings the potential to change the way people work, learn, share ideas, have classrooms, or discussion rooms, and more.
- Ideatter can also support the IT Services wing, and mobile solutions wing of Schonweiss through providing an advertisement avenue for Schonweiss to reach millions and also for us to find and inspire the best talent around the world, to work for us.

Mobile Solutions

The portfolio

- Our portfolio includes, cutting edge applications as **a full featured Ebook Reader for Android**, and Notes application for Android**. India's first Ebook Reader + Notes application for iPhone and iPad – the Elf reader**; a **Smart tools kit application for Android,** etc. A sophisticated **Jigsaw puzzle game** for Windows Phone, etc. , **demonstrating a world-class development capability on all these major mobile platforms.**

  A video demonstration of our major apps can be seen here: http://www.youtube.com/watch?v=C321E7vSYpc

A Key Portfolio Product - Schonweiss Discussion Manager

- Every field requires people to come together, be able to coherently share ideas, maintain records of the same.
- Conventionally, white boards, and discussion rooms have enabled people to come together and exchange ideas.
- Communication utilities like Microsoft’s Lync and typical communication software have several limitations – for one, we believe they are designed for a desktop environment and the kind of interaction a desktop environment allows. The ability to communicate through natural gestures, an intuitive white boarding environment, ability to save projects, and discussion notebooks, and restore them, etc., are often conspicuously lacking.

Key Portfolio Product - Schonweiss Discussion Manager

- We decided to create a whiteboard-notebook application, which presents to all users in a discussion room on a WiFi HotSpot – a multi-page whiteboard.
- In addition we decided mere text, chat, or live video communication is insufficient. There are going to be audio aspects of the discussion that need to be recorded within the notebook, there are going to be pictures are videos inherent to the discussion which must go recorded into the discussion notebook as well.

Key Portfolio Product - Schonweiss Discussion Manager

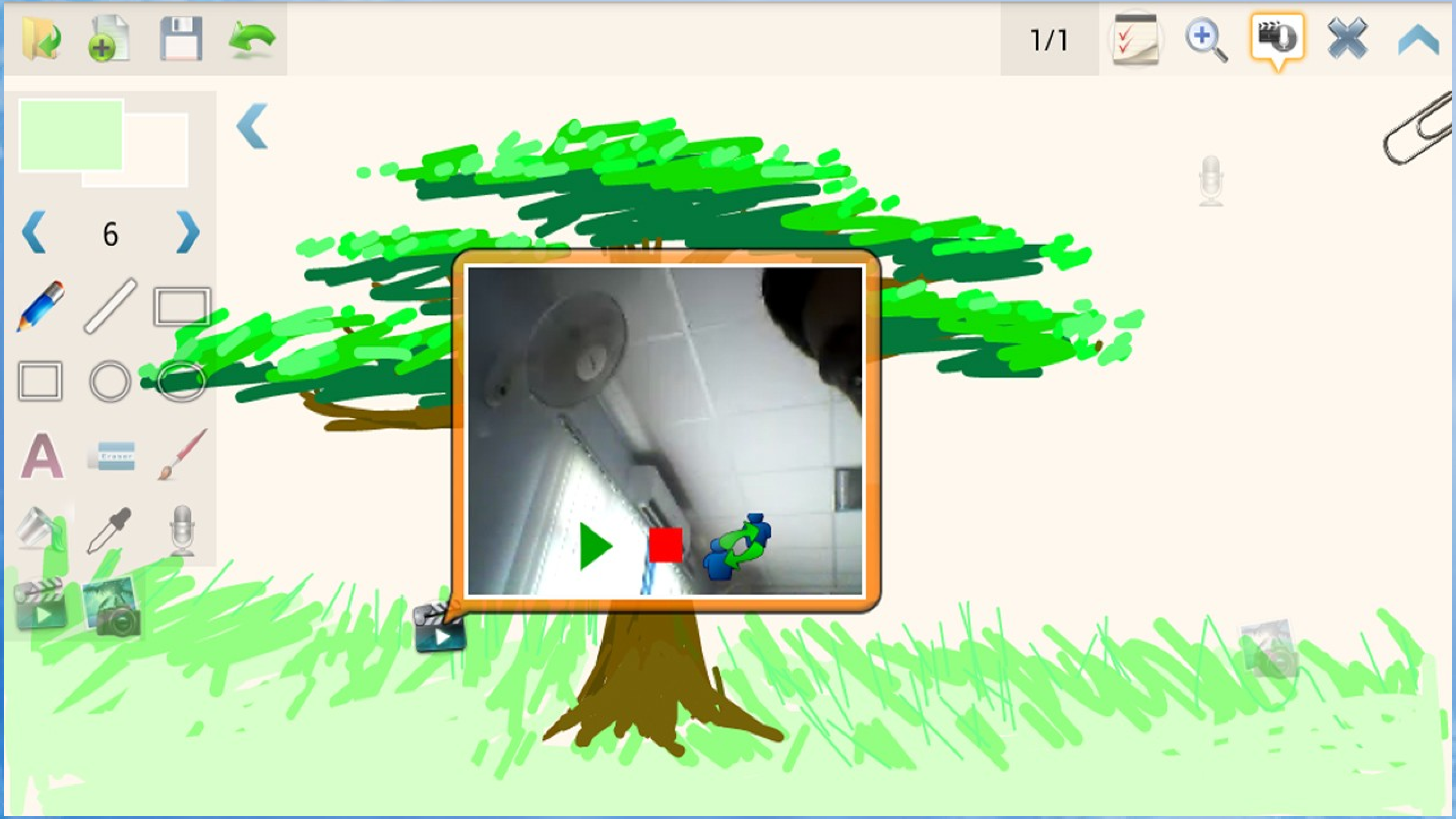
- Discussion in any field requires such notes, full with video, audio, text, graphics to be maintained and referred to at a later point in time. Be it note-taking or software requirement collection.
- For individual preparation of notes, we decided we are going to have the app help the user create and maintain projects of his own, and later present it to a group, if needed. Or, keep it saved for his future reference.

Key Portfolio Product - Schonweiss Discussion Manager

The Result of around 4 months intensive development at Schonweiss was an application that allows for all of that.

Demonstration Video - Communication

- http://www.youtube.com/watch?v=MGDQABNX8qA&feature=youtu.be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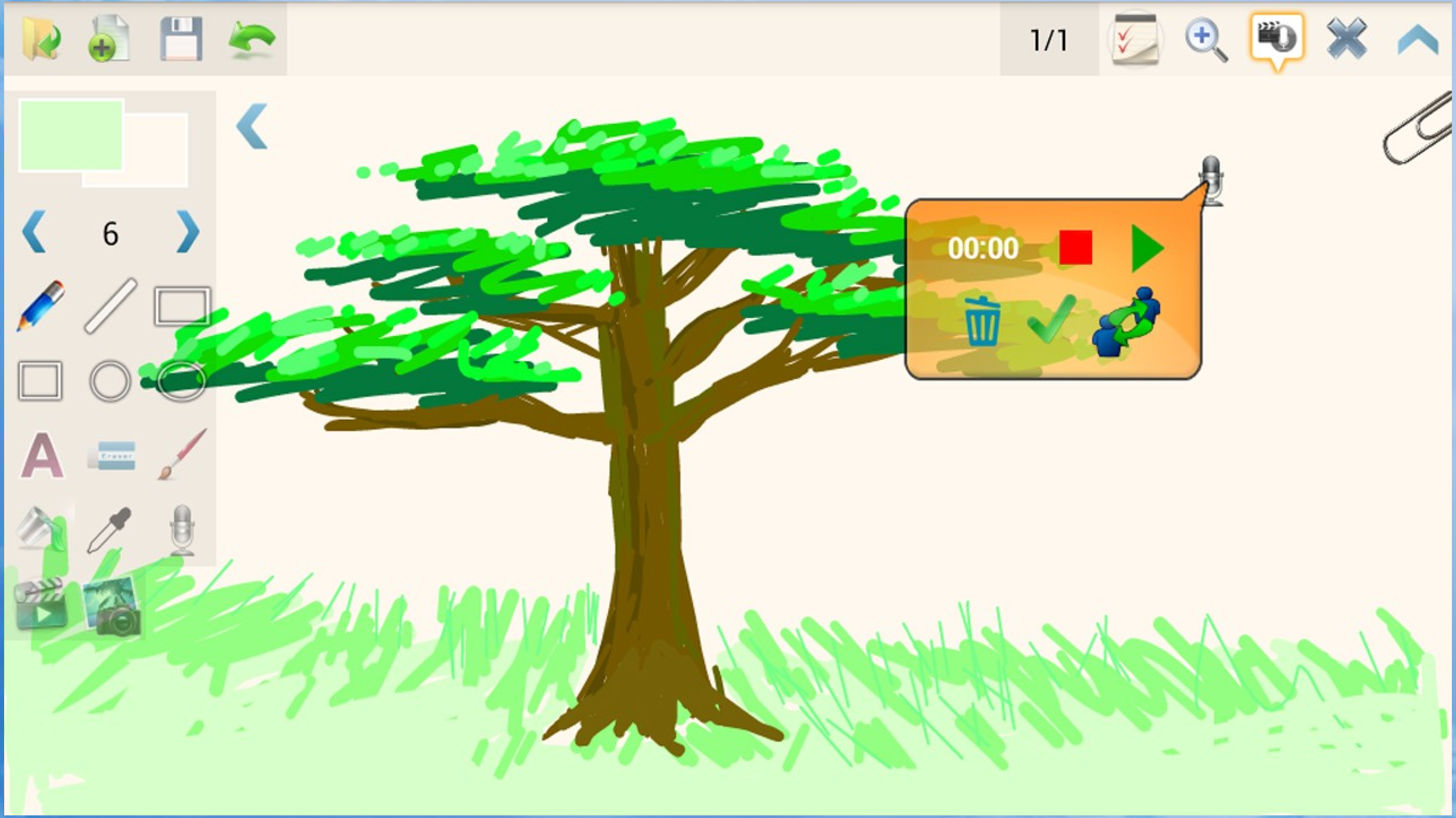
Demonstration Videos - Toolkit

- http://www.youtube.com/watch?v=y7dLthClV8I&feature=youtu.be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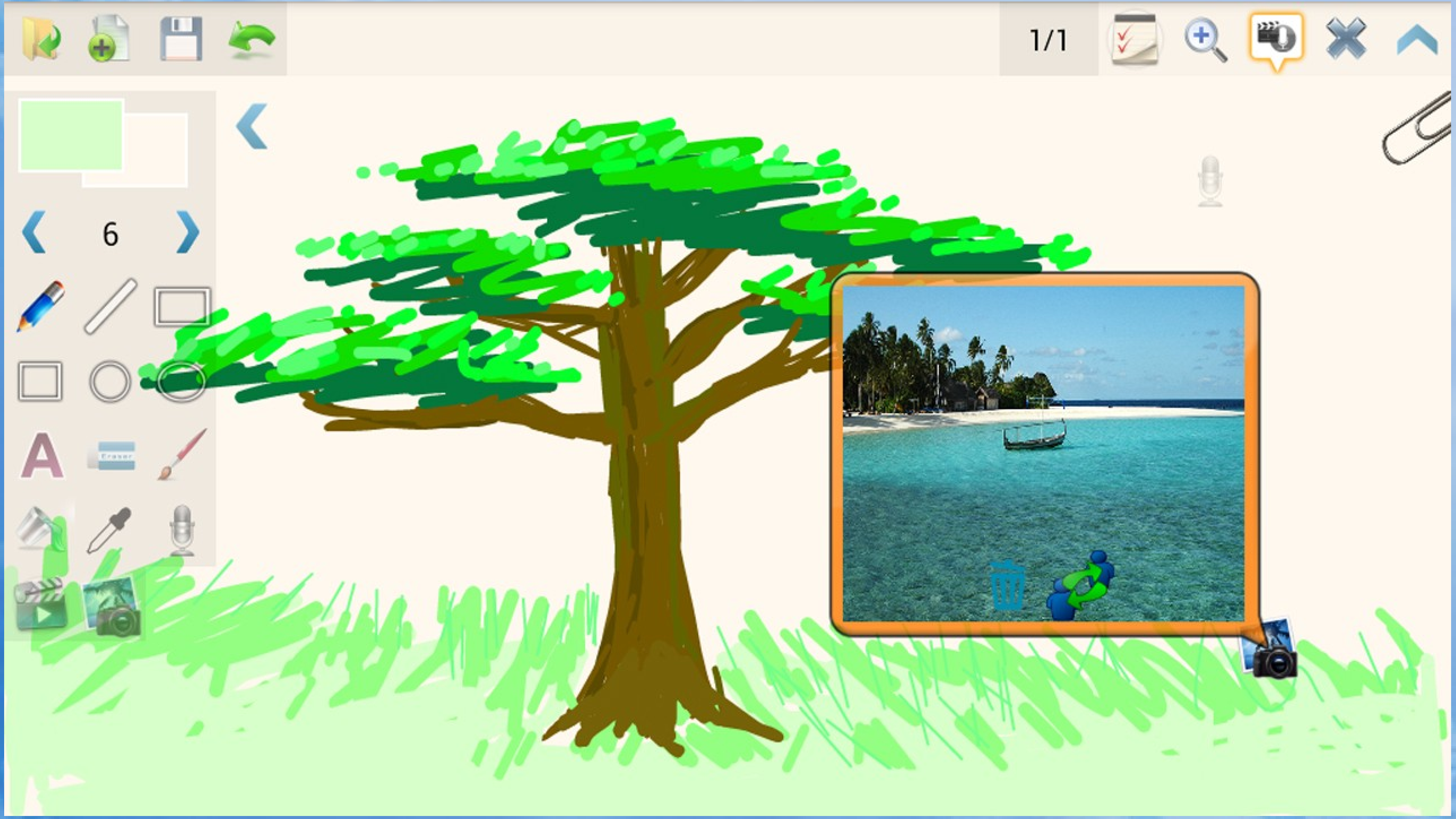
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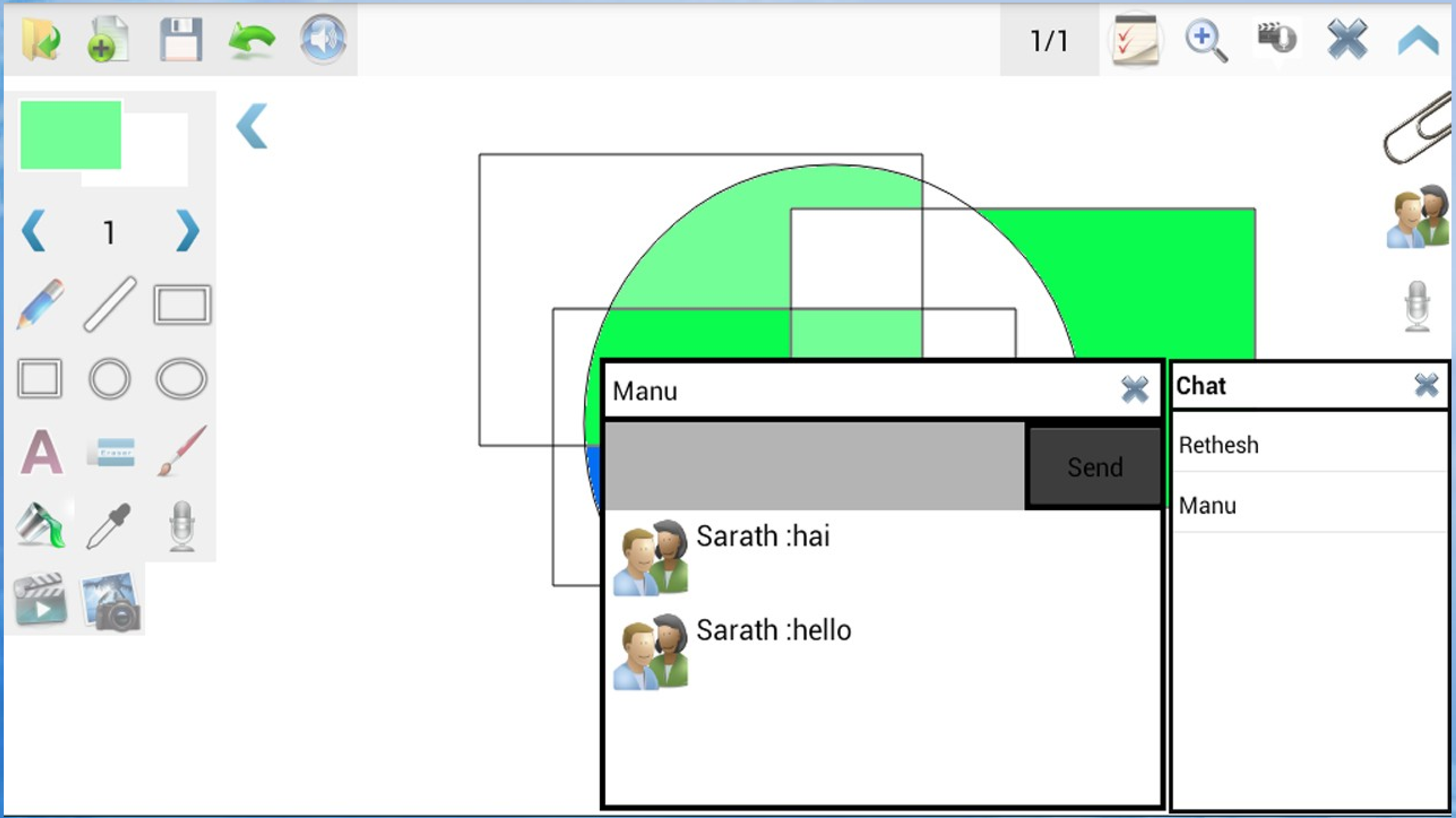
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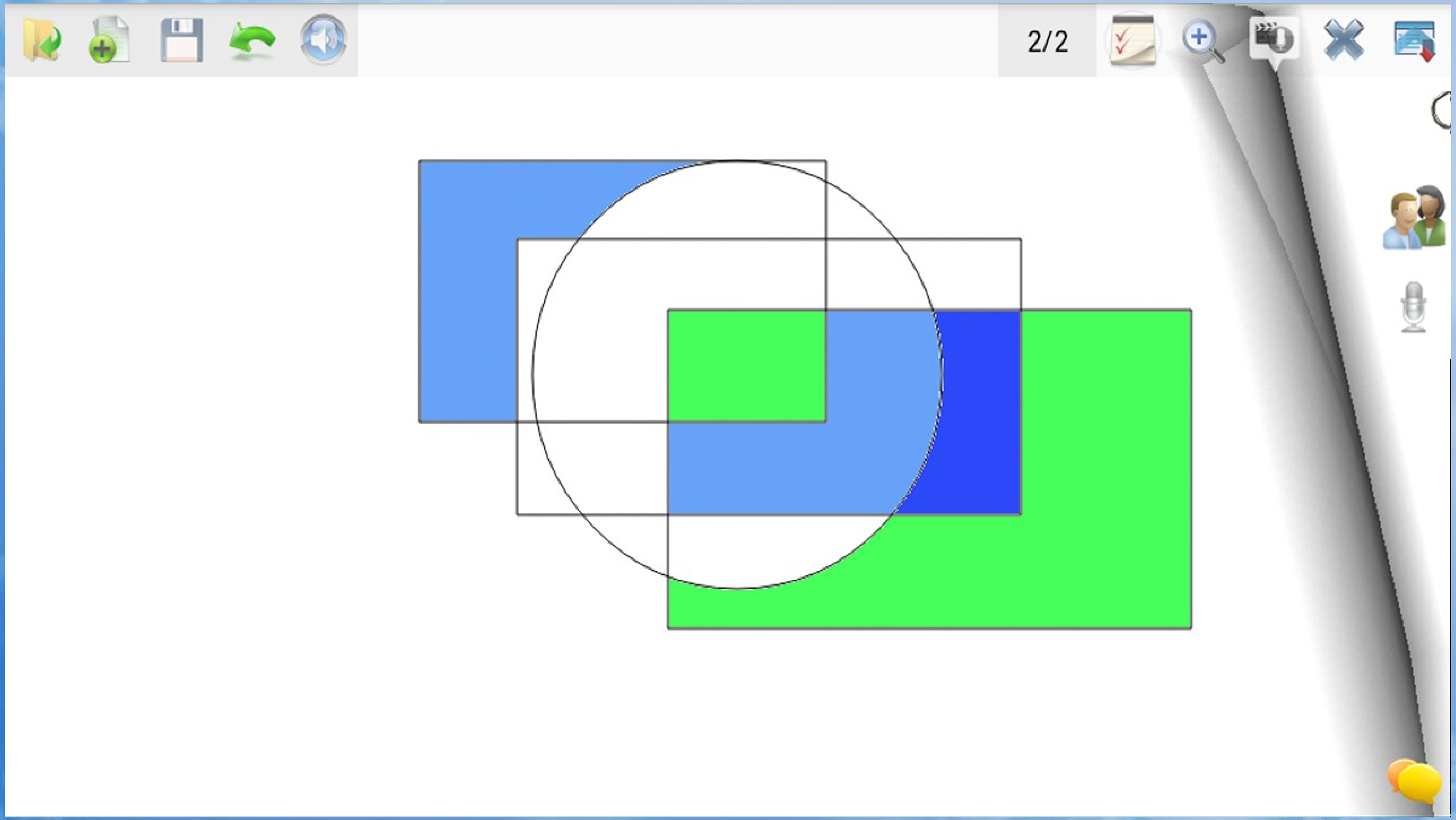
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Downloading The Discussion Manager

- A free time limited trial version, and a full version of the Discussion Manager App is available on the Amazon Android Store: **http://www.amazon.com/s/ref=nb_sb_noss?url=search-alias%3Dmobile-apps&field-keywords=discussion+manager+schonweiss** **(Click link above to visit the pages)**
- A free time limited trial version is available for download on Google Play: **https://play.google.com/store/apps/details?id=com.schonweiss.discussion.manager&feature=search_resul**

Key Product – Discussion Manager – Path Ahead

- The UI Will be improved to make it lighter, appeal to all levels of users.
- Domain specific discussion tools will be added to the same.
- A version of the tool will be designed around improving productivity in office. As a user can share, and save discussion, whiteboards can be made obsolete by the technology.

Key Product – Discussion Manager – Path Ahead

- We have already started development of the same on the iPhone and iPad side
- We are beginning development of a similar product on the Windows 8 side.
- A server component is being developed which will allow communication over the internet – once a server IP is specified – the user will get a list of all rooms in the server
- Desktop client components will be developed for all major operating systems.

The Arena – Popular Communication Tools

Messenger	**Users (Wikipedia Statistics Oct. 2012)**
AiM	100 Million
eBuddy	35 Million
IBM Lotus Sametime	40 Million
ICQ	50 Million
iMessage	140 Million
Lync	3 Million
MXit	11 Million
Paltalk	3.3 Million
Skype	1.09 Billion
Tencent QQ	0.99 Billion
Windows Live	330 Million
Wireclub	3 Million
Xfire	16 million

Key Advantages Over Competition

- Current messengers were either developed at a time when desktop based applications were popular, and many have feature sets that are inspired by the communication model of earlier desktop based communicators.
- No other communication utility currently existing - that we know of - provides the feature set, and the discussion management ease Schonweiss Discussion Manager’s concept provides.
- The architecture of our application is such that Domain Specific Toolkits can be added on easily. In later versions, we plan to make these in-app purchases.
- A desktop tool developed has the potential to displace many existing discussion management tools. We plan to have additional features such as screen sharing in the desktop version.

Key Advantages Over Competition

- We have a headstart into an unoccupied Market space - a potential market that is untapped still.
- Since we already have the communication tool demonstrated in the presentation, fully developed – we have a head start of several months over any other competition we may likely face.
- And we have the chance to improve upon the UI based on research, and the simplicity the Tablet paradigm provides.

Business Model and Sales/Marketing Strategy

- The UI will be entirely modified to appeal to all ends of users.
- The core architecture of the application will be reused in a discussion tool targeted at the mass market.

Business Model and Sales/Marketing Strategy

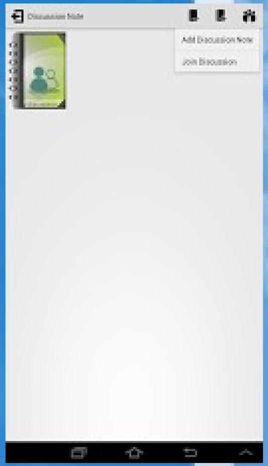
- A server component for desktop that allows for communication over the internet will be sold for a higher price, targeting enterprises.
- The feature set will be made much richer, while the UI much more intuitive and lighter such that it intuitively appeals to all users, in the coming few months
- We estimate we'll be able to generate over 10 to 20 million downloads of a the communication suite in the next 2-3 years, with an initial venture support.
- We will also be targeting mobile manufacturers to include a trial of our Discussion Manager amongst the standard set of applications that ship with their mobiles.

Business Model and Sales/Marketing Strategy

- Several companies already in the Market on the messenger and communication side are likely to be interested in buying the technology once a complete suite is made – including for the Desktop. Companies likely to be interested include Microsoft, Google, Skype, etc.
- The technologies developed as part of this project can be adapted into social media and social networking platforms to allow for better interaction – for instance, we are incorporating it in as a rich and light discussion environment for Ideatter.

Over A Dozen Other Products

- Several products developed by Schonweiss – Elf Reader, AiBook Reader, Smart Kit are equal if not better in features and functionality to leading products in the Market with tens of millions of downloads.
- Both Elf Reader, and AiBook Reader can be evolved into the best Ebook Readers on the iPhone and Android sides, respectively, with a bit of Marketing Effort.


Add Discussion Note
Join Discussion

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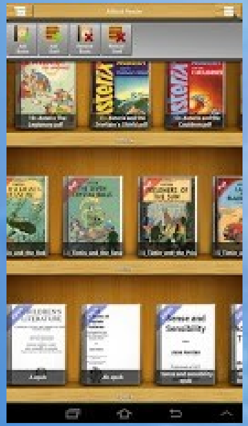

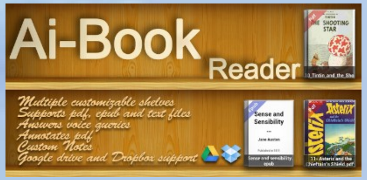
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Multiple customizable shelves
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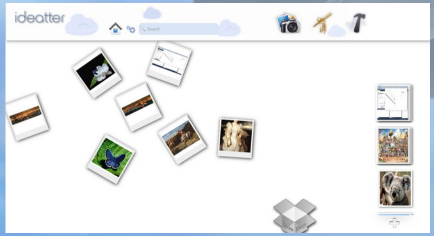
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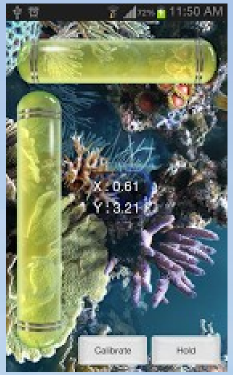
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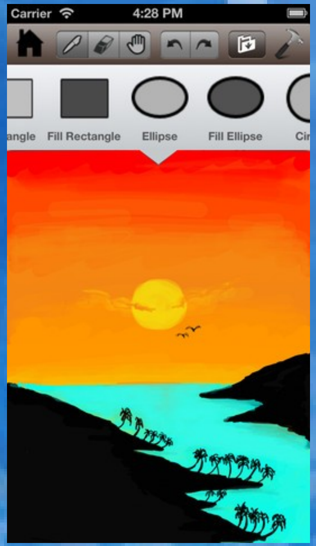
Elf Reader

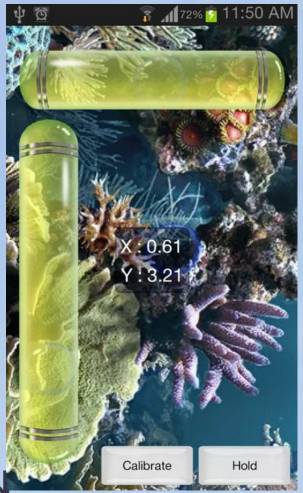
- One of the most feature rich Ebook Readers ever engineered for iPAD and iPhone.

  Elf Reader supports reading of PDF, EPUB, DOC, DOCX, XLS, XLSX, PPT, PPTX and TXT formats. Adding books to the Elf Reader Natural-Styled Shelf is a snap. The user can freely browse the internet and select and pdf, document, epub, etc., to be added to its Bookshelf. The download of the book continues in the background, while the user can continue browsing the web for more books.

  The Elf Reader allows you to Annotate on PDF, and thus easily maintain notes while reading. A full featured notebooks function is integrated. The UI offers a rich reading experience.

  Day&Night Reading modes. Backup and downloading from Google Drive, and Dropbox, are amongst the many other features of the app.
- Download: https://itunes.apple.com/in/app/elf-reader/id598584853?mt=8

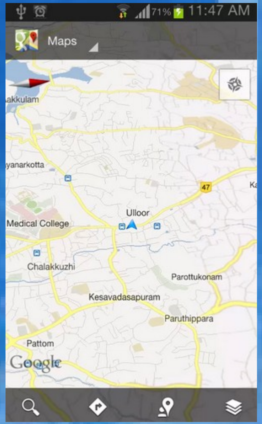


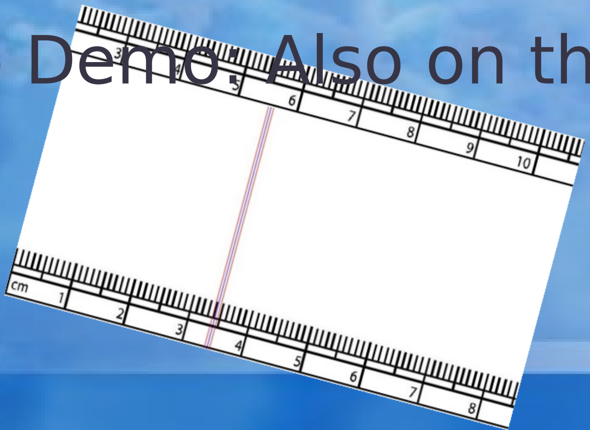


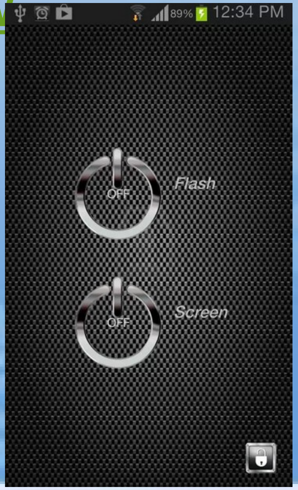
Smart Kit

- A smart-tools kit for Android. The list of tools include, Compass, Metal detector, Spirit level, Maps, Scale, Height measurement, Decibel meter, Protractor, Flash light, Vernier scale, Night vision, Stop watch, Sound Recorder, and more. Equivalent in features to a paid app with 1- 5 million installs, in Google Play
- Download: https://play.google.com/store/apps/details?id=com.schonweiss.toolbox.trial

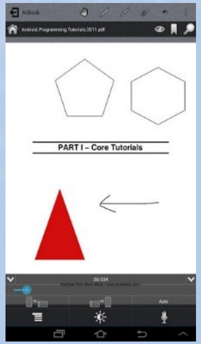
Video Demo: Also on the Goo … bove.







AiBook Reader



- AiBook is a sophisticated Ebook Reader with support for natural sketch annotations, multiple bookshelves, dynamic Artificial Intelligence based look up through voice queries, bookmarking, and more.
- A full featured annotation kit is packaged with the application. Supports Day Mode & Night Mode reading. Ask the book reader any question you might have while reading a book - and the ebook reader's AI module answers it for you!
- With Dropbox & Google Drive Support, that allows addition of books from one’s Google Drive and Dropbox.

Free Download:

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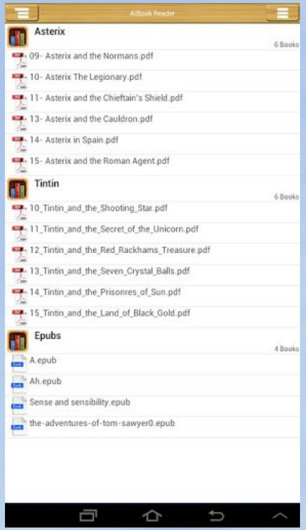
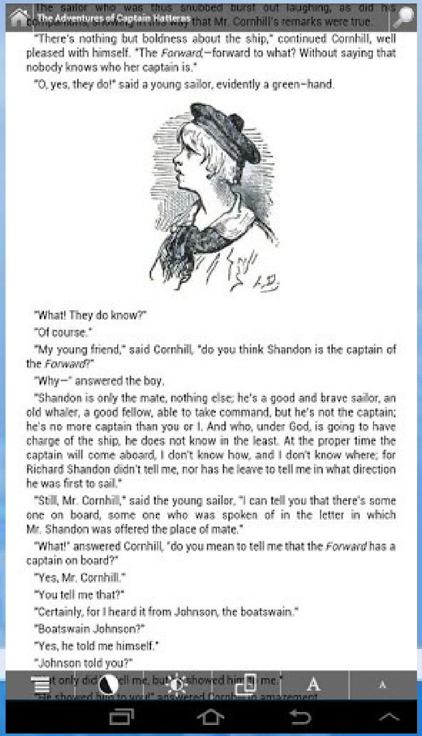
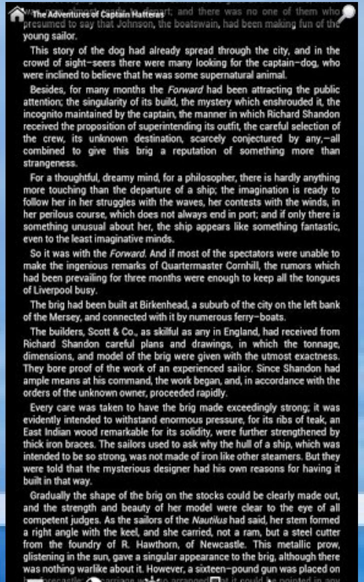
- **Video:** http://www.youtube.com/watch?v=WZMDyVMWuBM







Elf Reader

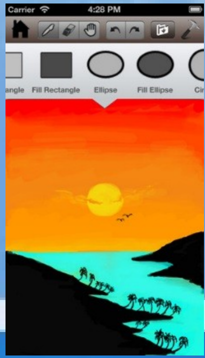
- One of the most feature rich Ebook Readers ever engineered for iPAD and iPhone. Combines the features of a notebook, an ebook reader, and pdf annotation tools.

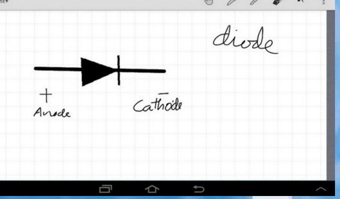
  Elf Reader supports reading of PDF, EPUB, DOC, DOCX, XLS, XLSX, PPT, PPTX and TXT formats. Adding books to the Elf Reader Natural-Styled Shelf is a snap. The user can freely browse the internet and select and pdf, document, epub, etc., to be added to its Bookshelf. The download of the book continues in the background, while the user can continue browsing the web for more books.

  The Elf Reader allows you to Annotate on PDF, and thus easily maintain notes while reading. A full featured notebooks function is integrated. The UI offers a rich reading experience.

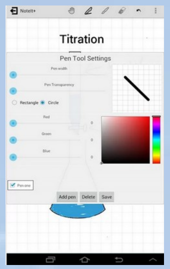
  Day&Night Reading modes. Backup and downloading from Google Drive, and Dropbox, are amongst the many other features of the app.

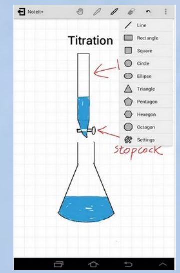
- Download: https://itunes.apple.com/in/app/elf-reader/id598584853?mt=8

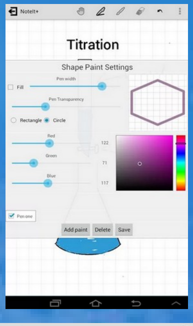


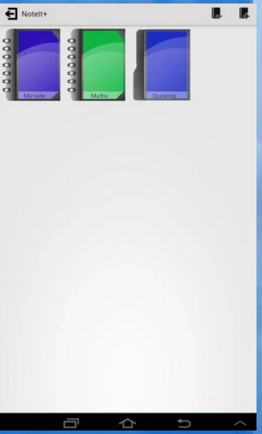


Note It+









- Note It+ is a powerful note-taking application for android users. The intuitive and natural toolkit of the application enables you to create and maintain notes effectively. Customizable multi-page notebooks can be created and organized into categories. The user can set the desired orientation, dimensions, color and grid type for the notes. Notes can also be saved in pdf format. The app also allows sharing of notes via Bluetooth and other sharing applications. Note IT + has an integrated pdf reader which allows notes to be made on any pdf file, and the annotated pdf can be converted to a note file for further sharing and backup.- Create & Maintain Full Featured Notebooks
  A notebook can have any number of pages, and UI allows easy scrolling between pages.
- -Notebook customization tools
- The user can set the desired orientation, dimensions, color and grid type for the notes. Notes can also be saved in pdf format and exported to other applications. Choose from horizontal lined, grid, vertical lined, or blank page styles.
-
  - Integrated Ebook Reader
  A full featured integrated ebook reader, with support for bookmarks, searching, and more
- - Integrated Ebook & PDF Annotator
  Annotate on any pdf based ebook, and save and share the ebook with annotations. Allows you to annotate on all your textbooks. Maintain your Lectures notes by annotating on your subject texts. Import any PDF in to the application and annotate on the pdf.
- **Download & Demonstration Video:**
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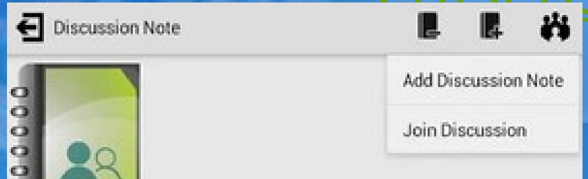
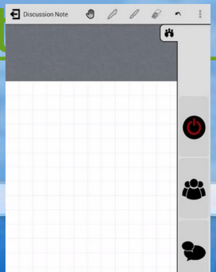
Note It+ Discussion Edition

- Note It+ Discussion Edition has all the features of Note It+, combined with dynamic discussion over IP. The mobile screen becomes a shared White Board area. The experimental app is an improvement over The Schonweiss Discussion Manager, intented to explore a paradigm of communication that fully leverages the ability and convenience of the Tablet and the Mobile. Note It+ Discussion Edition is also a full featured note-taking and discussion management tool. A discussion note can be simultaneously annotated by multiple participants, each contributing from his own device. Allowing annotation on PDFs as well.
  Download & Demonstration Video:
  https://play.google.com/store/apps/det … =com.schon
  s.discussionNote



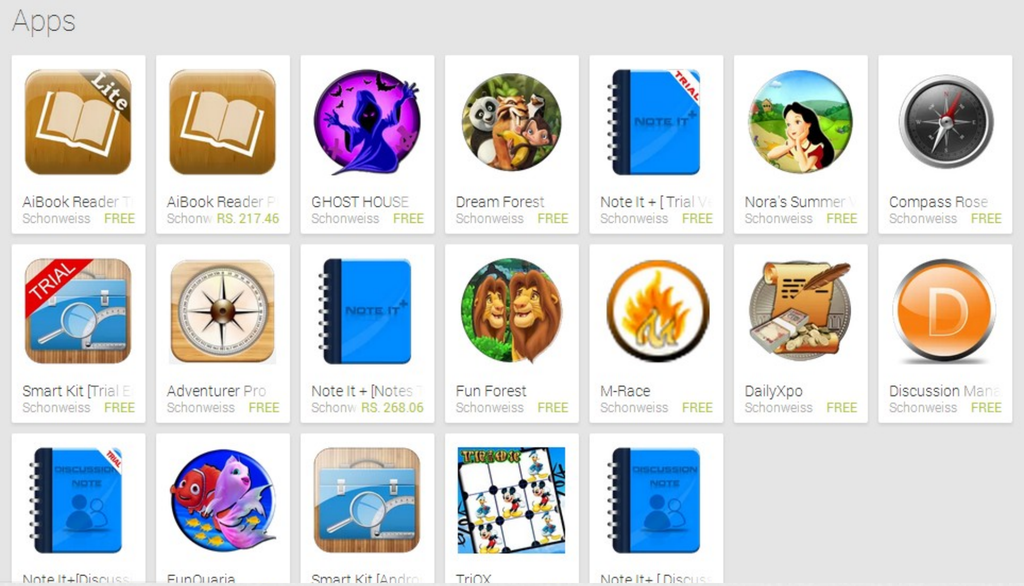


Other Applications

- A Full Portfolio of Schonweiss Applications on the Android Side Can Be Seen Here: https://play.google.com/store/search?q=schonweiss&c=apps

A Full Portfolio of Schonweiss Applications on the iTunes Side Can Be Seen Here:

- https://itunes.apple.com/in/artist/schonweiss-software-solutions/id523588132
- A Detailed Video Demonstration of All Major Apps by Schonweiss Can Be Seen Here: http://www.youtube.com/watch?v=G3215

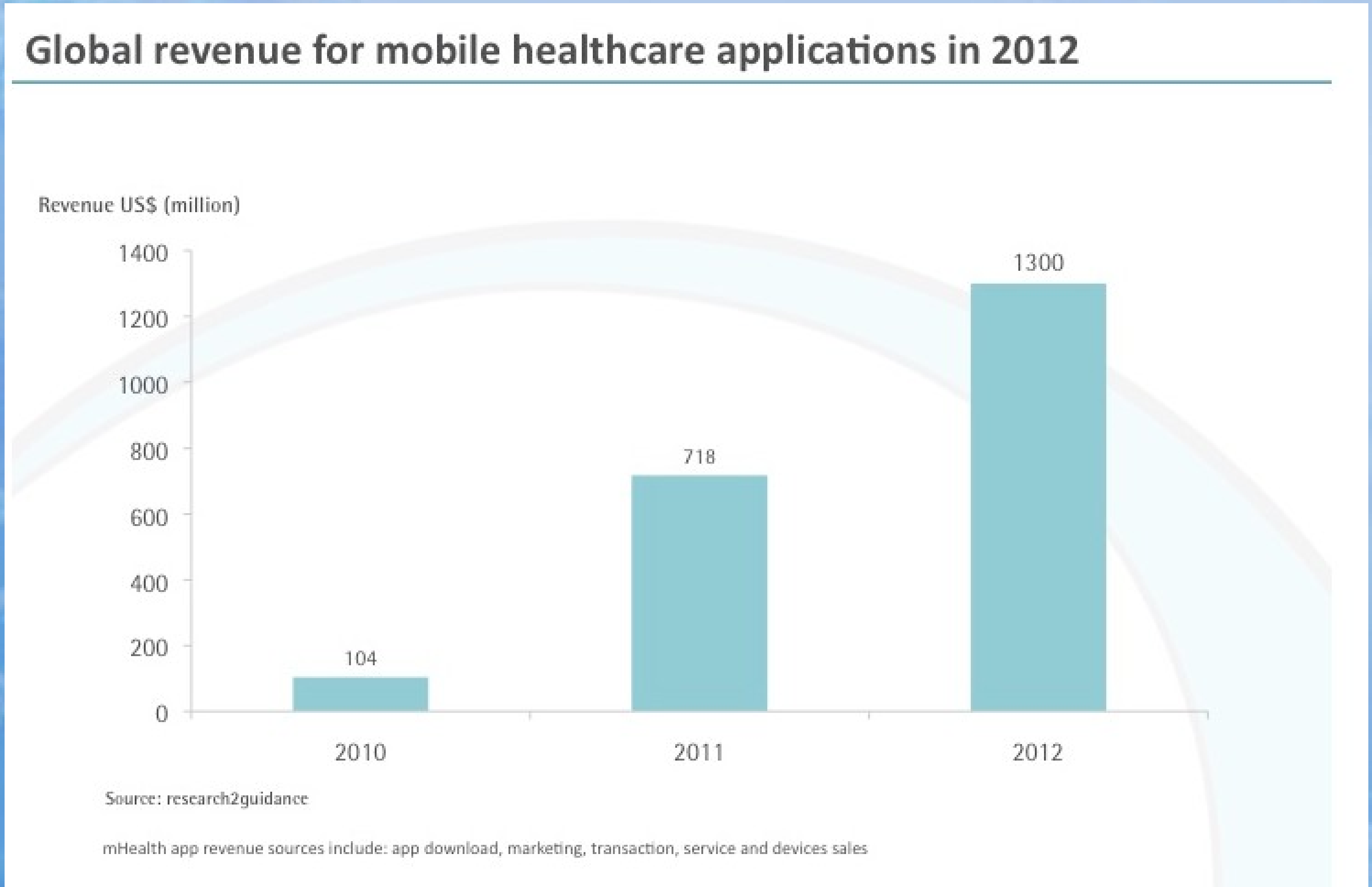


IT Solutions

“To where the puck is going to be”

- We are on the axes of a major shift. The technologies we have now, from professional communication suites to, office suites, etc., were conceived for and designed for the desktop.
- With the emergence of tablets, and newer technologies like the glass. The very way we compute is bound to change.
- Enterprises will increasingly shift or extend their existing tools to take advantage of the changing paradigm.

Market & Industry Environment
In a typical sector



Emerging as a lead player in the IT Services Arena

- Schonweiss has just started working on client projects.
- Investments will enable us to advertise our firm better and scale our services sector faster
- Schonweiss, with the demonstrated Engineering potential, has the ability to emerge as India’s next Infosys, in the next 5-7 years. The new technological paradigm, likely to make those giants slowly obsolete – as often happens with a shift in paradigm.
- We have the ability to engineer solutions on the cloud and scalable solutions at the enterprise end. This is demonstrated by our implementation of Ideatter with a very small team, and on a small budget, in a very short period of time.
- Lower development costs are bound to keep India one of the major options for R&D outsourcing from first world nations. And companies with the ability to engineer effectively can emerge as industry leaders during this paradigm-shift.
- Ideatter can enable us to generate more visibility for our IT services sector. So can our portfolio of applications on various mobile markets make our entry into this area much easier than that of any startup.

Investment

- Schonweiss is currently looking for an investment of 1-5 million dollars.
- This is aimed at

  1. Completing the R&D of Ideatter, Opening the Same to the Public

  2. Scaling our teams, and effectively marketing, continually improving, and expanding our mobile apps portfolio, based on Market Research and potential customer acceptance.
- 3.Forming a team to advance faster in the IT Services arena, by effectively creating greater visibility for ourselves in the business world, through effective advertisement of our engineering capabilties.

Return on Investment

- Since Schonweiss is expanding on multiple axes, each with a potential revenue generating capability that goes multiple times beyond the initial investment value, we are in apposition to be able to assure the investors a strong return on their investment.

Business Partnership - Mobile Apps

- **Companies interested in marketing our mobile apps, can partner with us on a single app of their choosing from the portfolio presented in the previous slides.** The revenues will be shared as the partnering company focuses on market research, advertisement, customer feedback, etc., while we continue the R&D and improvement of the app based on your requirements, and needs for innovation.

Business Partnership - IT Services

- We can effectively handle the engineering requirements for companies when the requirements go beyond their technical capability.
- We can handle outsourcing requirements, as we have our teams located in Trivandrum, India, where the IT engineering costs are much lower than in other places around the world.

Schonweiss Work Spaces